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Because You Like *The Flavor*

Forget that Chiclets aid digestion—take no note of the fact that they sweeten the mouth, keep the teeth clean, satisfy the sweet-tooth craving. Chew Chiclets simply because they are supremely good—because you like the keen, zesty, refreshing peppermint flavor. Give your

fancy full sway—scrunch the dainty, flavor-filled candy-coating between your teeth—enjoy the “Really Delightful” goodness they bring.

In stores everywhere—ten for 5c. For the family—in the generous Week-End box—25c.

—an Adams product, particularly prepared



Made in Canada by C. W. Adams & Co., Ltd., Toronto, Ontario



Making Railroads Safe *with* DAYLO

THOUSANDS of locomotives in Canada carry safely and swiftly, millions of passengers and millions of pounds of freight daily with the aid of Daylo.

As soon as an engine reaches the round-house after a run it is minutely inspected and groomed for its next run. Valve gears and bearings must work smoothly, the dark fire box must be examined for broken grates, and the boiler searched for even tiny cracks or leaks that might mean wreck if overlooked.

And here Daylo points its unerring finger of light to the danger spots. In the murky

round-house it shoots its beam where no other light can go.

Wherever lives and money depend on perfect machine action—on locomotives, in power plants, on stationary engines and electrical machinery—and on lathes, drill-presses and planers—wherever wheels turn—Daylo makes light clear.

In stock, tool and storerooms, too. No bin is so deep, no corner so dark, but what Daylo will instantly find the needed label, tool or material.

All leading electrical, hardware, drug, sporting goods and auto accessory jobbers and dealers stock Daylo. Or write us.

CANADIAN NATIONAL CARBON COMPANY, LIMITED

Toronto, Canada





The Road Has Prove This Tread

ALL experience, all research, simply add proof to our claim that there is no better tread—for rear wheels or front—than the Goodyear All-Weather Tread.

No tread has been subjected to more severe tests—or closer observation.

On the Road—millions of motorists have jealously watched its quality and its work.

In the Goodyear Plant—constant research and continual experimenting aimed at a better tread.

From such observation and study came the Goodyear success. For it showed how to make tires that give more mileage, less trouble. It produced the crowning Goodyear achievement—the Goodyear Cord Tire. Yet the All-Weather Tread stands unchanged, defying improvement.

All-Weather Tires are All-Wheel Tires.

Many Improvements—but always the ALL-WEATHER TREAD

The sharp-edged blocks are arranged to roll like a ribbed tread. But—made of tough rubber—they resist skidding: take you out of ruts, around slippery corners, across ice-bound car tracks.

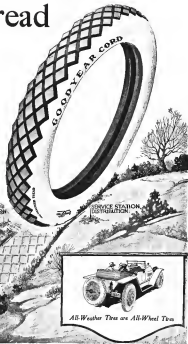
Through soft surfaces they cut to a solid footing.

Front wheels are kept under easy and absolute control.

With Goodyear All-Weather Treads on four wheels and the spare, changing tires does not spoil the balanced appearance of your car.

Meet the winter weather, prepared with Goodyear All-Weather Treads on all wheels. Go to a Goodyear Service Station Dealer for tires and mileage-making service.

The Goodyear Tire & Rubber Co. of Canada, Limited



GOOD YEAR GOOD YEAR
MADE IN CANADA



EVERY bit of figure work in the Rex Department Store of Montreal is handled by a Burroughs. Every morning a compilation sheet like the one at the right goes to Mr. D'Aoust's desk. He simply figures exactly what the sales of each clerk in his store were for the previous day. In a few minutes he has a check-up of the clerk's business. Then he signs up D'Am or D'Am's record of his books under the old system.



Burroughs Adding Machine of Canada, Limited Windsor, Ont.
Burroughs
 Adding - Bookkeeping - Calculating Machines

Who? What? How Much?

"I Get the Answer Every Day and It's Always Right."

NAPOLEON D'AUOUST, Prop'r.,
 Rex Department Store, Montreal, P. Q.

THE MERCHANTS who lead in Canada are like those who head the ranks anywhere else.

They want to know what's going on in their stores every day.

They want to know what each clerk sells and how much of each class of goods is sold.

They want accurate, detailed information but they don't want to go through a forest of detail to get it.

That's the way it was with Napoleon D'Aoust, proprietor of the Rex Department Store of Montreal.

He knew what he wanted from the day he opened his store, but it was some time before he found a practical way that led to it.

"In the days before I got my Burroughs Adding Machine," says Mr. D'Aoust, "I used to be on the sales floor most of the day, and in the office digging into figures part of the night. Even then I couldn't get all the information I needed.

"Every morning since we've used it I have

had a report of the previous day's sales on my desk. This has told me exactly the things I wanted to know.

"Instead of requiring extra clerks to get this information together it greatly lessens the total of figure work. The whole task of tabulating and adding is done in a couple of hours by a special man who comes on every evening.

"The same machine is used by the bookkeeper, and is immediately called into service when there's figuring of any kind to be done."

No wonder Mr. D'Aoust says he couldn't get along without his Burroughs, yet he's getting no more out of it than thousands of other Burroughs users.

Any number of users all over Canada have made savings of time and money that equal or exceed those of Mr. D'Aoust, and have at the same time put a definite end to the trouble and difficulty of pen and ink figuring. It's the sort of result that every Burroughs user has a right to expect.

The A E C of Business

The standard Burroughs line includes machines for Adding, the Bookkeeping and for Calculating—among them a model which will fit into any business, large or small, and repay its cost in the savings of a few months.

Burroughs offices are maintained in many Canadian cities—St. John, N. B.; Halifax, N. S.; St. John, N.B.; Quebec and Montreal, P. Q.; Ottawa, Toronto and Windsor, Ont.; Winnipeg, Man.; Regina and Saskatoon, Sask.; Calgary and Edmonton, Alta.; Vancouver and Victoria, B. C.

Burroughs Adding Machine of Canada, Limited Windsor, Ont.
Burroughs
 Adding - Bookkeeping - Calculating Machines

If you ask at the store for a Kodak camera, or Kodak film, or other Kodak goods and are handed something not of our manufacture you are not getting what you specified, which is obviously unfair both to you and to us.

"Kodak" is our registered and common law trademark and cannot be rightly applied except to goods of our manufacture.

CANADIAN KODAK CO., Limited
Toronto, Canada

Dyed Her Faded Skirt, Also a Coat

"Universal Dye" (Wash Dishes Again!)
Just Like New—Is Easy!

Does every dyed skirt look faded? The "Universal Dye," guaranteed to give a fresh, new color, is the only dye that will dye any fabric—wool, silk, cotton, linen, rayon, etc.—and give a color that is as bright as the original. The "Universal Dye" is the only dye that will dye any fabric—wool, silk, cotton, linen, rayon, etc.—and give a color that is as bright as the original. The "Universal Dye" is the only dye that will dye any fabric—wool, silk, cotton, linen, rayon, etc.—and give a color that is as bright as the original.

Macey
SECTIONAL
BOOKCASES
ARE THE BEST

For Sale by J. L. Macey, Montreal
at 1000 St. Louis St. Montreal

CANADIAN FURNITURE MANUFACTURERS
ASSOCIATION, Montreal

Women and Their Work



TWENTY people are beginning to study that and the best investment plan of the housing problem in the city of Montreal. The building is a Residence Club for Business Girls. It is a modern, well-planned, and well-located building. It is a place where a girl who is practically necessary to the city's industrial and commercial life, can find a place to live. It is a place where a girl who is practically necessary to the city's industrial and commercial life, can find a place to live. It is a place where a girl who is practically necessary to the city's industrial and commercial life, can find a place to live.

with a Mother's Diploma in Education
from the City and in some private



She is a young woman, a graduate of the Faculty of Education, the University of Montreal, who is now working in a public school.

Colombia and became a teacher in the Teachers' College of the University. Later she spent the summer in England. She is now living in a house with girls who are. She is now living in a house with girls who are. She is now living in a house with girls who are.



A view of one of the dining rooms of the Residence Club.



This is the Apex Cleaner That Does All My Work

"You asked me how I keep this big house in shape—here's the way I do it. I just attach this light Apex cleaner to an electric outlet in my room, upstairs or down. I just attach it now and the Apex cleans each room thoroughly, as often as I want. I have had my Apex for years and I just can't get along without it. It's the best electrical help I ever bought, and the best one I would be willing to advise."

Better Cleaning—Less Effort

With the Apex cleaner in your house, you will clean the most wonderful carpeting that can be found in any home. It is a machine that will clean the most wonderful carpeting that can be found in any home. It is a machine that will clean the most wonderful carpeting that can be found in any home.

The cleanest surface of the Apex is the floor. It is a machine that will clean the most wonderful carpeting that can be found in any home. It is a machine that will clean the most wonderful carpeting that can be found in any home.

Without cost in installation, a leading dealer in your city will gladly demonstrate the Apex cleaner for you.

THE APEX ELECTRICAL MANUFACTURING COMPANY, LIMITED
100 St. James Street, Montreal, Quebec
At the same time, the Apex Electric Industries Company, Ltd., Ltd., Ltd.

The
Apex
ELECTRIC SUCTION CLEANER

Apex Exclusive Twin-Features



To provide a home like this, you must have a good vacuum. The Apex cleaner is a machine that will clean the most wonderful carpeting that can be found in any home. It is a machine that will clean the most wonderful carpeting that can be found in any home.



The Pillow Fight!

LIKE the laundry, the rough and tumble of childish affairs, strains each of the millions of cotton fibres in sheet, pillow-case, towel, counter-pane or underwear — even Nurse's apron will catch it when the baby scrambles, feet and all, into her lap!

THAT is why each thread must be a perfect thread. Twisted just enough, and woven with exactly the right number of warp and weft threads per inch to give the desired strength.

Prue Cottons have these qualities.

In refurnishing your "Cottons Chest" in these, the White Goods Months, ask for Prue Cottons.

Honest Cottons made in wholesome Canadian factories.

PRUE
COTTONS

DOMINION TEXTILE CO., LIMITED

MONTREAL

TORONTO

WINNIPEG